

NITERRA

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Background Information	
Why is the English company name being changed from NGK SPARK PLUG to Niterra?	Due to the company's sustainable business objectives, as well as the forecasted move away from ICE powertrains, the name "NGK SPARK PLUG" no longer accurately describes the company as a whole. In addition, the current company name "NGK SPARK PLUG" reflects only one of many product lines in its product portfolio. The company also offers a wide range of sensors for the automotive industry.
What does the change of "English" company name mean? Will the new "English" name be adopted by the whole global company?	"Niterra" will be used in Europe and EMEA (and in English-speaking countries [US, Australia etc.,]). In countries that use the Japanese company name, no name change will currently occur for the time being. However, the new "Niterra" logotype will be included by all regions in order to create consistency.
When will the name change be effective?	<p>The company name will be valid with the formal registration in the commercial registers in the different jurisdictions. The registration is planned for the beginning of April 2023.</p> <p>No prior action or communication may be taken on behalf of Niterra. For example, in flyers or trade shows up until 31 March 2023, the company will continue to be presented as NGK SPARK PLUG.</p>
Will the former company name remain for any purposes?	The old company name will not remain for any purposes for the companies changing their name.
Globally there exist other companies called Niterra. Are they somehow related to the company?	On a global scale, there are several other local companies which are called Niterra. They, however, are active in completely different business fields, mostly in niche areas which do not correlate or compete with this company.
Where do I find information on the name change?	On the company website , further information can be found within the newsroom .
How will the public be informed about this name change?	The intention to change the company name was officially communicated to the public in 2022. At the end of January 2023, a press release will be distributed announcing the new company logotype.

What does Niterra stand for?	"Niterra" is a coined word, which combines the Latin words "niteo" meaning "shine" and "terra"/ "earth". It expresses the Group's desire to be a company that not only contributes to a sustainable society, but also one that makes the earth shine: a goal formulated in the company's 2040 Vision 'Beyond ceramics, eXceeding imagination'.
Which is the correct legal form for the companies within EMEA?	<p>NGK SPARK PLUG EUROPE GmbH → Niterra EMEA GmbH</p> <p>NGK SPARK PLUGS (FRANCE) S.A.S. → Niterra France SAS</p> <p>NGK SPARK PLUGS (UK) CO LTD. → Niterra UK Ltd.</p> <p>NGK SPARK PLUGS SA (PTY) LTD. → Niterra South Africa (Pty) Ltd.</p> <p>NGK SPARK PLUG MIDDLE EAST FZE → Niterra Middle East FZE</p>
What is the correct spelling of Niterra and which abbreviations can be used for the company name?	<p>The correct spelling is Niterra, with a capital "N" and the following letters written in lower case.</p> <p>The complete legal form is not always required. It is allowed to only say Niterra. However, it is recommended to use the legal form when referring to specific entities.</p>
Why does the logo look this way?	<p>It has been decided for a clean wordmark logo, which is a type of logo design that includes only the company name - no symbols, mascots or badges.</p> <p>The yellow colour resembles the image of a candle shining like a torch. This is because the new name Niterra, includes the meaning of making the world shine. The base colour petrol green was chosen because it gives the impression of the earth being seen from space. Both colours represent the meaning of Niterra: earth and shine.</p>
Why is the dot in the 'i' coloured in yellow? Why was the colour petrol green chosen?	<p>The colour "Shine Yellow" (pantone 1235 C), featured in the dot over the "i", is used to resemble the image of a candle shining like a torch. This is because the new name Niterra, includes the meaning of making the world shine.</p> <p>The base colour petrol green – also called "Earth Green" (pantone 3145 C) – was chosen because it gives the impression of the earth being seen from space. Both colours represent the meaning of Niterra: earth and shine.</p>
What will happen to the current NGK and NTK brand names and logos?	The NGK and NTK brand names and logos will continue to be used for the company's respective ignition and vehicle electronics business in the automotive area.

What will happen to the motorsport logo?	The motorsport logo will not change in order to preserve the company's high brand recognition in motorsport. It can be further used in motorsports/sponsoring.
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Organisation	
Will business information stay the same (commercial register number, terms of use, bank details etc.)?	<p>For the GmbH all general terms and conditions, sales and delivery conditions, contracts as well as all related rights and obligations of the company will remain unchanged in the future. Also, the commercial register number, the tax number/VAT-ID, DUNS number, as well as bank account details remain unchanged.</p> <p>Niterra EMEA GmbH as the legal successor of NGK SPARK PLUG EUROPE GmbH will take over automatically all legal matters. This is because future new contracts need to show the new company name.</p>
What potential effects will the name change have on customers?	The effects of the name change on customers can be very different. It is recommended to get in touch with each specific contact person within the company for any further questions.
What exactly will change in terms of products, product range, packaging etc.?	<p>There will be no change in terms of products and product range.</p> <p>The company's general packaging layout with its brand communication will stay the same, only the address will be adapted.</p>
Will the company's online presence change?	<p>As of 01 April 2023, the company logo will be changed on the EMEA page www.ngkntk.com and the colour coding will be adapted accordingly</p> <p>The communication on Social Media is addressed to specific target groups and does differ in focus.</p> <p><u>LinkedIn</u>: The company's LinkedIn page will be renamed 'Niterra EMEA GmbH'. The new company logo will be used as the profile picture.</p> <p><u>YouTube</u>: The company's YouTube channel will be renamed 'Niterra EMEA GmbH'. The new company logo will be used as the profile picture.</p> <p><u>Facebook</u> & <u>Instagram</u>: The company's Facebook and Instagram page will NOT be changed to Niterra – only the previous company logo will be exchanged to a brand communication NGK & NTK. However the profile information will be adjusted.</p> <p>The only change on these platforms - <u>TekniWiki</u> & <u>Fanshop</u> - will be the company logo and some potential colour adjustment.</p>
Who do I need to contact in case of questions?	Please get in touch with your company's contact person.

Vision

What is Niterra's vision and mission?	Niterra's vision and mission is to extend the company's activities well beyond the realm of ceramics, where it is currently a global expert and leader. The company now wishes to respond to the challenges facing the world and contribute to the realisation of a better society.
Where does Niterra want to be in 20 years?	In 20 years, Niterra wants to have changed drastically beyond its current way to become a company that takes a leading role in the creation of a truly sustainable society. This will be achieved by using its core competences in areas such as Ceramics Materials Technology, Sensing Technology, global production/sales system etc. and establishing business growth in the four following business fields: Mobility, Medical, Environment & Energy and Communication.
Will the change of name come across with further changes (acquisitions, business extension etc.)?	Niterra aims to create business growth in the four following business fields: Mobility, Medical, Environment & Energy and Communication. Through initiatives such as its Corporate Venture Capital Fund (CVC), the company is investing capital in up-and-coming businesses such as start-ups in which it sees potential.